

Historic, Archive Document

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PELARGONIUM MRS. MARIE BARD

Wholesale Price List to the Trade

PELARGONIUMS-GERANIUMS

Fancy Carnations - Agapanthus Plants

**Largest Wholesale Growers and
Shippers of Pelargoniums in So.
California—Over 150 Varieties**

MARTHA WASHINGTON GERANIUMS—Azalea-Flowered Types—
One of the most useful and beautiful summer flowering plants. The named varieties listed herein are producing good, dark green foliage covered with the many azalea-like blossoms of lovely shadings.

The Martha Washington geraniums will thrive in any soil with a reasonable amount of good drainage and sunshine. Prune upon completion of flowering period and fertilize in the early spring with a light dose of Vigoro or Gaviota fertilizer.

Near the seacoast there is no flower that will produce the array of color, with the least amount of care, during the summer months.

In this list, we have attempted to describe verbally the color shadings in the flower according to the name under which it is now known, but no one can do justice to the flowers by a verbal description.

MOOREN NURSERY

Route 1, Box 1006

Vista, California

Nursery San Clemente and Foothill

Terms of Sale

All prices F.O.B. Vista, Calif. Cash with order. All orders are acknowledged, on receipt of same. If you do not hear from us promptly, write us.

We make no charges for packing, which is done in the best possible manner.

All goods travel at customer's risk, and any claim for damage should be made to the Express Company upon receipt of goods.

We wish it to be distinctly understood that while we take every precaution to have all plants true to name, we give no warranty, express or implied, as to description, quality, productiveness, or any other matter, of any plants we send out, and will not in any way be responsible for the crop. Every order we receive will be executed on these conditions only, and they must be accepted by the customer when ordering.

In all cases our customers' interests are first. If any customer is dissatisfied about anything we want to hear from him promptly.

We want to co-operate with you; for this reason we urge that you place your order with us promptly, so as to obtain all of the varieties you desire.

SUBSTITUTION—In the latter part of the season we may be out of some varieties, so please give your second choice. In case no substitution is desired please so advise in your order.

PRICE GROUP 1

Rooted Pelargoniums

1 Azalea. Rosy red free bloomer, and very large flowers and clusters. Two upper petals darker with blotches, lower petals slightly colored. Strong grower and much in demand.

2 Easter Greeting. Flowers a bright red, each petal marked with a large black blotch. Very early and long blooming season.

3 Lucy Becker. Sport of Easter Greeting and is like it in everything but color, which is a pleasing rosy pink. Early and long blooming season.

4 Wurtembergia. A sport of Easter Greeting, much deeper red than parents. Tall grower.

5 Edith North. Color salmon pink, shaded deeper on upper petals. Blotches dark brown. It is a vigorous grower, holding its trusses well above the foliage.

6 Mrs. Laval. True Pansy Pelargonium. Coloring is white, dark purple, black. Small but plentiful flowers. Very early and popular.

7 Sue Jarrett. Salmon pink, with unusual large markings. Beautiful large flowers. Very early and free bloomer.

8 Prince Bismarck. Lavender, black blotches. Very large flowers. Ruffled.

9 Bertha Wagner. Large Pansy type. Rose pink. Lovely. Early variety.

10 Ethlyn. Pansy type. Rich salmon rose. Early summer. Very good.

All above varieties: Prices well rooted cutting, ready after Oct. 15—~~\$4.25~~ per 100, ~~\$40.00~~ per 1,000. No order accepted less than 100. Not less than 15 of a variety. Unrooted cuttings half these prices.

PRICE GROUP 2

Newer and Rarer Varieties

Prices Rooted—~~\$4.75~~ per 100; ~~\$45.00~~ per 1,000

11 Orchid Edith North. Orchid pink sport of Edith North. Darker blotches on the two upper petals. Strong, upright, health grower and early bloomer.

12 Earlyana. Resembles Mrs. Laval. Flowers are orchid, variegated purple and violet. Blooms early.

13 Wolfgang Goethe. This is a beautiful dark red with dark spots. A beauty.

14 Gardener's Joy. White with blotches of deep brown. Large clusters of flowers. Makes a wonderful pot plant.

15 Chicago Market. Blush pink flowers with deep color in throat. Dwarf habit. Veinings in all petals.

16 Diener's Giant. Deep pink and rich color. Very large flower.

17 Pink Gardener's Joy. Salmon pink with dark eyes. Early bloomer and a fine variety.

18 Edith Cavell. Striking color. White with maroon eyes. Large flower and compact.

19 Santa Monica. Light rose pink with carmine blotches. Very large. Flowers early.

20 Beverly Hills. Amaranth Pink. An improved German Glory, with larger and better flowers. Early bloomer. Beautiful.



MARIE VOGEL

21 Ruth McAfee. Beautiful salmon color. Large flowers. Early blooming and long. One of Diener's best.

22 Mrs. Marie Bard. Pure white with light pink veinings. Early and very free blooming. Makes a very fine pot plant.

23 Glendale. Medium rose, with blotches. Early and strong grower. Resembles Easter Greeting, but with larger flowers and clusters.

24 San Diego. Purple. Ruffled. Early. Good bloomer.

26 Mrs. F. Bachler. Deep rosy red, darker than Easter Greeting. Very large flowers and clusters. Early and free blooming.

27 Vera N. Watt. Light salmon pink. Large flowers. Early variety. Good bloomer.

29 Marie Rober. One of the darkest. Purple magenta to black. Ruffled large flowers. Blooms early. Good grower. This is always a good seller.

30 Martha Washington. The original gorgeous cherry red, with dark markings. Light edge large flower. Good and early bloomer.

31 Red Oriental. Same habit of growth and markings as Martha Washington except color, which is redder.

32 Salmon Queen. Delicate, beautiful salmon color. No markings.

33 Anita. Center of flower white, margined bright rose. Upper petals dark crimson. Lovely color. Early and prolific bloomer.

34 Mabel. Large pansy type. Red with black eyes. Upright free grower. Early and always in demand.

35 Amanda. Same as Andenken London. Color reddish scarlet center, white upper petals blotched black. Always in demand.

36 John Martin. Light purplish maroon, with beautiful markings. Strong upright grower. Blooms freely. Late bloomer, but beautiful.

37 Gladys Kellogh. Glowing red. All petals blotched brown, trace of violet in center. Strong grower.

38 Haille Selassie. Color royal purple, with darker purple blotches. Edge lighter. A beautiful dwarf variety. Good size flowers.

39 Ida Henley. Velvety maroon. Sport of Easter Greeting, which some plants revert back to.

40 May Queen. Beautiful orchid color, with rich maroon upper petals. Very large blooms and stems. Rather compact grower. Good variety.

41 Sunset Magazine. Very large flowers, upper petals similar to Sue Jarrett; lower petals salmon pink, lighter center. This is a fine variety.

42 Baby. Adorable white flowers flushed pink, small dot on each petal.

43 Flora Belle. Clause another good one from Mrs. Jarrett. Shade of pink to salmon. All petals heavenly blotched with dark crimson maroon. Free and long blooming.

44 Cinderella. This is a beautiful variety. Strong grower and bloomer. Two upper petals shell pink, lower petals white with orchid. Very early.

45 Gipsy. Color blackish brown. Medium size flower with edge. Strong grower.

46 Arabia. Very dark color, with outer edge of petals irregular. Different.

47 de Moor. Two dark upper petals, lower pink; white center. Compact free bloomer.

48 Johnny Jump-up. White with two dark upper petals, red spots in lower. Small flower, but attractive.

49 Firefly. Bright red cut leaved foliage, which is fragrant. Small flowers, but plenty, and a long season.

50 Cherry Red. Color as the name, with two dark markings in upper petals.

51 Sunlight. Beautiful red to salmon. Extra large flowers. Beautiful.

52 Rose Mary. Outer petals beautiful shade of pink. White center, no markings.

53 Lady Margareth. Beautiful lavender to orchid. Dark markings. Compact grower.

54 Ruffled Oriental. Purple ruffled. Unusual.

55 Francis. This is a fine variety. Light salmon pink, two dark eyes. Compact and good bloomer.

56 Joice. Distinct color in Pelargoniums. Velvet red. Different foliage. Blooms freely and always attracts attention. One of our best sellers.

MAKIE VOON



BEVERLY
HILLS

- 57 **Mahogany.** Color as the name. Light center. Medium size flower. Unusual.
- 58 **Palo Alto.** Light lavender. Two dark spots and veins. Large flowers.
- 59 **Bo Peep.** White shaded to lavender, with two darker markings.
- 60 **Majesta.** A beautiful shade of pale lavender with unusual beautiful markings. Always in demand.
- 61 **Zinfandell.** Glowing red, dark markings. Strong grower.
- 62 **Mrs. Mooren.** Color and markings similar to Majesta, but deeper color.
- 63 **Cho Cho Chan.** Orchid, two dark spots in upper, small red spots in lower. Medium oblong flower.
- 64 **Louis Butter.** Beautiful shade of pink, with marks in all petals. A beauty.
- 65 **Pink Princess.** Color beautiful orchid pink. Large flowers. Compact grower.
- 66 **Marie Vogel.** Red shaded to salmon with dark blotches. Flowers very large, slightly waved. Long period of bloom and very early. We have never been able to supply the demand.
- 67 **Gros mama Fisher.** Rich clear salmon. Large ruffled flowers with dark blotches. Vigorous upright grower. One of our best sellers.
- 68 **Faish Triumph.** Light rose pink, with white throat. Extra large crimped flowers and clusters. Compact grower. Beautiful color and very early.
- 69 **Karmen Konigin.** Cerise or carmine red, with dark red blotches. Dwarf compact habit of growth. Blooms large and slightly ruffled.
- 70 **Mackensen.** Fiery rose pink, with immense clusters and very pure color without blotches. Beautiful and early.

PRICE GROUP 3

Well Rooted Cuttings, \$5.00 per 100; not less than 15 of a kind sold; unrooted half this price

- 71 **Ruby Malette.** Purple and lavender. Upper petals dark, lower light.
- 72 **Rainier.** White, orchid blotches. Two upper petals, three lower petals. Oblong.
- 73 **Rosalina.** Brick and rose. A very good variety.
- 74 **Topsy.** White and pink. Two upper petals blotched. Very good.
- 75 **Cassandra.** Pink blotches and veins. A fine variety.
- 76 **Radiance.** Brilliant light rose, white center.
- 77 **Cascade.** Lavender; upper petals dark, lower light veins.
- 78 **Prince Marocco.** Dark purple to black. A very dwarf grower and good variety.
- 79 **Bessie Mars.** Salmon pink. A fine variety.
- 80 **Lowell.** Red, black blotches. Large and beautiful.
- 81 **Roxie.** Rose and pink blotches. All petals.
- 82 **Petunia.** Light lavender. Blooms early.
- 83 **Marin.** Rose with dark blotches all petals.
- 84 **Treva Romelle.** Bright red and pink. Unusual.
- 85 **Dream.** Light rose to white. Two large blotches and ruffled.
- 86 **Fascination.** Pink with blotches, all petals. Compact grower.
- 87 **Pink Fascination.** Cerise pink with two blotches. Fine large flowers.
- 88 **Improved Edith North.** Darker, brighter red than Edith North.
- 89 **Crimson Glory.** Crimson, small blotches, all petals. Cluster edge of petals ruffled. A beauty.
- 90 **Lavender Sanguinia.** Lavender. Beautiful.
- 91 **Mira Loma.** Upper petal dark, lower red, white center. One of the best.
- 92 **Purple.** Gardener's joy. Dark purple blotches upper petals.
- 93 **Empress of Russia.** Dark purple to black, white edge around flower. Good seller.
- 94 **Shasta.** A fine ruffled nearest pure white, sometimes called Olympic.
- 95 **Olympic.** See Shasta.
- 96 **Felicie Hammons.** Jarret variety. Lovely salmon pink, small blotches on upper petals, slightly frilled very narrow white edge.
- 97 **Joice.** White edge around flower. Beautiful dark velvet red. Unusual.
- 98 **Geraldine.** Bright pink, white center, upper petals blotched. Lovely.
- 99 **Lois Edna Cox.** Very large salmon pink, all petals very small blotch. Dwarf.

100 Duchess of Kent. Beautiful large white, ruffled edge, two small pink spots. This is one of the best whites.

101 Picaniny. A beautiful dark red to black. Small flowers, but a good seller.

102 Charlotte Brice. Beautiful purple. Large round flower.

103 Westwood. Red, with almost black markings. Good bloomer.

105 Mrs. Will Hayes. Beautiful salmon pink.

106 Rose Marie. This is a pink sport of Marie Vogel. Has all the good qualities of Marie Vogel except color, which is a beautiful salmon pink. Large flowers.

107 Pride of Qudlinburgh. Light to very dark salmon pink. Beautiful large flowers.

108 Lavender Qudlinburgh. Lavender, with purple blotches.

109 Anna Rudloff. Deep red with dark eyes.

110 Lucretia. Light pink, with dark markings. Beautiful large flowers.

111 Graf Zeppelin. Salmon blotched with reddish brown on upper petals.

112 Harlem Lady. Rose purple, large white center, dark blotches. Recurved petals.

113 Purple Gardener's Joy. Large purple, with dark markings. Compact grower.

114 Orchid Sue Jarrett. Orchid, with markings. Nice variety.

115 Tillie. Apple blossom pink, beautiful markings. A standout.

116 Peggy Craddock. This is a beautiful shell with red markings. A very compact grower and very unusual.

117 Chino. Pale lavender, two upper petals purple. Small flower. Different.

118 Morgan Miles. Light salmon to red. Beautiful.

119 Nitida. Large lavender, with two dark markings.

120 Amanda. Reddish scarlet, center white, upper petals black. This is a fine variety.

121 Otokar. Samohrda Rose. Pink shading to salmon. Ruffled flowers and strong grower and bloomer.

122 Neuheit C. Faish. Heliotrope violet with deep purple blotches. Free bloomer and always in demand.

123 Springtime. Beautiful apple blossom pink with white edge. Ruffled blooms. Earliest dwarf compact grower. We can not grow enough of them. Somewhat hard to propagate.

124 Salmon Springtime. Sport of springtime. Color beautiful salmon rose pink. Much darker than its parents. Very striking color. Good bloomer. Early variety.

125 Spring Magic. Fruehlingzauber. White to light pink, red blotches. Compact grower. Beautiful large ruffled flowers. Early and much in demand.

126 Verna. Light salmon, dark eyes. Compact grower.

127 Fire Glow. Color pink and red, lighter center. Large flower.

128 S. A. Breen. This is a good variety. Color rose pink, with two large spots in upper petals. Extra large flowers.

129 Lady Leslie. Color similar to S. A. Breen, except has a beautiful ruffled edge. Outstanding.

130 White Azalea. White, with lavender markings in upper petals.

131 Diener's 36. This is a beautiful extra large lavender with darker markings in all petals. A very good bloomer.

132 Mountain Beauty. Pale lavender with purple markings in upper petals.

133 Lady Ann. Light purple. Upright grower.

134 Uncle Richter. White to lavender. Large ruffled flower. Compact grower.

135 Fantasy. Lavender, dark markings in all petals. Beautiful.

136 Old Timer. Glowing red to salmon. Small flowers, but beautiful.

137 Tipperary. Rose pink, two dark eyes and veined.

138 Prince Charming. Brick red, with veins and stripes.

139 Jessie Jarrett. This is one of the best Jarrett varieties. Color is hard to describe. Beautiful glowing dark red with edge. Beautiful large flowers. We recommend it.

140 Joan Fontaine. Same qualities as Jessie Jarrett. Color is darker. Very large blossoms and a nice compact grower. Very early.

141 Vista. This is one of our new seedlings. Color is a beautiful rose pink, petals all marked. Beautiful.

142 Kate Barneman. White, dainty overlaid salmon pink, blotches rich crimson. Very dwarf grower and a late bloomer. Very fine.

PELARGONIUM SEED of beautiful varieties, from our own fields. Mixed trade. **Package, about 125 seeds, \$1.00.**

143 Lady Harrison. The only semi-double white with unusual red stripes and markings. Extra large flowers. Due to difficulty in propagating—price per dozen, \$1.00; 100 for \$7.50.

SPECIAL

One thousand rooted Pelargoniums, ~~\$35.00~~. Not labeled, but at least 50 of the best and rarest varieties, unrooted, ~~\$17.50~~.

NOTICE

We advise you to send your orders early to avoid disappointments later. If ordering many varieties we sometimes cannot send order complete at once. No orders accepted of less than 100, not less than 15 of a variety. We ship express from coast to coast. Good arrival guaranteed. All cuttings wrapped in moist sphagnum moss.

CLEAN STOCK

Our stock is free from Mealy Bug and White Fly and other pests.

To a California Geranium

I know a tiny Geranium
That lives at the bend of the road,
Pointing the way to the traveler—
The one with heavy load—
Saying: "My friend, take the hill road,
The air that way is divine.
The toil of the day will seem lighter
As onward and upward you climb.
The strength you need will be given
Step by step on the way,
And your burdens will turn into singing
When you rest at the close of the day."
There in the warmth of the sunshine
This little geranium grows.
Happy to be of service,
Not asking to be a rose.

GERANIUMS

UNROOTED TOP CUTTINGS

Prices: ~~\$15.00~~ per 1,000; ~~\$1.50~~ per 100

Red Fiat	M. M. Landry	Oberly	Ruby
Ricard	Salmon Ideal	Pink Barney	S. A. Nutt
Maryland	Buchner	Breem's Charm	Radio Red

New Geranium Ida Burdick. This is our own seedling. Fine double variety. Color is a shade lighter than Ricard. Prolific blooms. Unrooted cuttings, ~~\$3.00~~ per 100.

IVY GERANIUMS

Enticilant. Bright red. **Charles Turner.** Deep pink. **Joanne d'Arc.** soft lavender with dark stripes.

Poinsettia Geraniums. Unrooted, ~~\$3.00~~ per 100.

New Pink Poinsettia Geranium. A beautiful soft pink flower, same shape as variety above. Very fine unrooted, \$5.00 per 100.

Stars and Stripes. Unrooted, ~~\$3.00~~ per 100.

Phlox. Beautiful apple blossom with light salmon center. ~~\$3.00~~ per 100.

ACAPANTHUS UMBULATUS

Lily of the Nile. Cut flowers in Eastern market sell as high as \$3.00 and \$4.00 per dozen. Easy to grow. No bugs to fight. Field grown plants ready to bloom. Heavy color, deep blue. Shipping season starts Nov. to Mar. ~~\$5.00~~ per dozen; ~~\$5.00~~ per 100.

EVERBLOOMING CARNATIONS

STANDARD AND NOVELTY VARIETIES

Rooted Cuttings Ready for Delivery After January 1, 1944

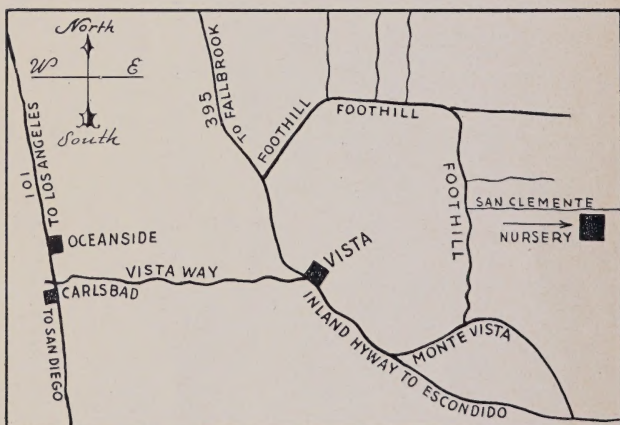
Aviator. Sometimes called Therese. Color ground of white, now and then an entire petal in pink or crimson, or both flowers extra large. Good calyx and never splits. Long strong stems. All white and pink petals are striped with carmine. Our best seller. Price ~~\$2.50~~ per doz., \$10.00 per 100.

	Per Doz.	Per 100
Bonanza Yellow. Delicate pink markings.....	1.00	7.50
Leonora White. Very delicate pink flecks.....	1.00	7.50
Golden Wonder. Yellow with claret markings.....	.80	6.00
Maine Sunshine. Only clear yellow.....	1.00	7.50
Senator. Large White. Always in bloom.....	.80	6.00
Peter Fisher. Prolific medium pink80	6.00
Woburn. Most popular crimson80	6.00
Barbara Farr. Scarlet sport of spectrum.....	.60	6.00
Improved Delicacy. White variegated. Prolific. Fine	1.00	7.50
Rigoletto. Oxblood red80	6.00
Wanda. Large crimson	1.00	7.50
Peppermint Stick. Pink and white variegated.		
Fragrant	1.00	7.50
Eleanor. Light salmon pink	1.00	7.50
Ventura Gold. Beautiful clear orange.....	1.00	7.50
Mandarine. Brighth scarlet	1.00	7.50
Betsy. White with claret stripes80	6.00
Pelargonium. White ground overlaid red, with		
edge. Fine	1.25	10.00
Lochinvar. Garnet sport of Pelargonium. Beautiful....	1.25	10.00
Marchioness of Headforth. Beautiful pink white edge..	1.25	10.00
Opal Scarborough. Smoky blue. Unusual.....	1.25	10.00

TO VISITORS

Vista is situated 45 miles north of San Diego, 100 miles south of Los Angeles, on the Inland Highway, No. 395. Our nursery is 3½ miles east of Vista, 1,000 feet from intersection of Foothill and San Clemente.

Our Pelargonium fields are in full bloom from April to July and well worth seeing.



MOOREN NURSERY

Route 1, Box 1006

Vista, California

Nursery San Clemente and Foothill